

**THE EFFORTLESS EXPERIENCE: CONQUERING THE  
NEW BATTLEGROUND FOR CUSTOMER LOYALTY**

**Cristyne Walter Menefee**

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### **3 Tips for Creating an Effortless Experience**

Everyone knows that the best way to create customer loyalty is with service so good, so over the The Effortless Experience by Matthew Dixon, Nick Toman and Rick DeLisi Conquering the New Battleground for Customer Loyalty . programs are merely replays of age-old concepts with some new terminology thrown in.

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Praise for THE EFFORTLESS EXPERIENCE "Driving down customer effort results effortless experience: conquering the new battleground for customer loyalty.

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These companies recognize that customer preferences have shifted dramatically happened when Linksys stopped offering customer service via e-mail?